GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1494
ANSWERED ON:04.03.2016
DD News/Programmes
Gavit Dr. Heena Vijaykumar;Mahadik Shri Dhananjay Bhimrao;Patil Shri Vijaysinh Mohite;Radhakrishnan Shri T.;Satav Shri Rajeev Shankarrao;Sule Smt. Supriya Sadanand

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Broadcast Audience Research Council has put Doordarshan News ahead of leading private channels during the evening primetime slot, if so, the details thereof;

(b) whether the Doordarshan is planning to grab greater share in the rural viewership besides being popular in urban areas, if so, the details thereof;

(c) whether Doordarshan proposes to start special bulletins on agrarian issues with a focus on rural areas, if so, the details thereof and the time by which the special bulletin is likely to be aired; and

(d) the other steps taken by the Government to broadcast more agrarian programmes and news in Doordarshan channel to boost viewership of rural audience?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL RAJYAVARDHAN RATHORE (Retd.)

(a): Prasar Bharati has informed that as per Broadcast Audience Research Council (BARC) weekly ratings, DD News prime time English news show "News Night" is ahead of leading English News Channels in 9 to 10 PM slot from Monday to Friday.

(b): It is a constant endeavor of Doordarshan to improve upon its programmes by reviewing the content and quality from time to time with the view to sustain the interest of the viewers of urban and rural areas.

(c) & (d): "Doordarshan Kisan" a 24x7 infotainment Channel of Prasar Bharati was launched/ dedicated to the nation by Hon'ble Prime Minister of India on 26.05.2015. Kisan Channel is popularizing and creating awareness of the best agricultural practices to the farmers through its programmes.

DD News produces a news bulletin for DD Kisan which is telecast at 7 PM daily and repeated at 5.30 A.M. next day on DD News. DD News also produces a weekly programme "Mere Desh Ki Dharti" which focuses on agriculture related issues.

Besides, Broadcasting and narrowcasting for farmers on specific issues from 18 DD regional channels and 36 DD narrowcasting Kendras with 179 High Power Transmitters/Low Power Transmitters, are being carried under the Media Campaign Scheme (MCS) of Department of Agriculture, Co-operation and Farmers Welfare, Government of India.

******